

6-14-2019

## LVHN Weekly-Pocono

Lehigh Valley Health Network

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is Bright

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Restoring Personal  
and Workplace  
Well-Being

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Learn About  
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## LVHNnews

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Three Options for Veiny Legs

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Reasons You May Need an  
ENT

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Risks for Head & Neck  
Cancer

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# Attend a Pop-up Party, Celebrate LVHN's Reinvented Brand and Our Partnerships, and Get Free Stuff

BY [RICK MARTUSCELLI](#) · JUNE 12, 2019

Parties will be popping up around the health network, and you're invited to attend. We're hosting Pop-up Parties all summer long to celebrate [LVHN's reinvented brand and new tagline \(Your health deserves a partner.\)](#), and our partnerships with colleagues, patients and families. So bring your LVHN friends and partners, and let's party!

## What's a Pop-up Party?

We're throwing Pop-up Parties at locations throughout our health network. Pop-up Parties allow colleagues to come together, celebrate the partnership we have with our community and one another, provide feedback about how we can bring our new brand to life, and have some well-deserved fun.

## What will happen at a Pop-up Party?

You'll have a blast, and you won't leave empty-handed. Here's what to expect:

- **Free LVHN branded giveaways.** You won't just get one thing. You'll get lots of free stuff.
- **Idea sharing.** You'll be asked to complete this statement: A partner always... We'll use the feedback we get from colleagues across LVHN to pinpoint the values and behaviors of a great partner, so we can be just that to patients and families.
- **Storytelling.** Watch a new video featuring colleagues who partner to get the job done. Have your own partner story to tell? Share it on camera at the party.
- **Helpful information.** Learn about LVHN benefits and wellness opportunities you may not know about.
- **Become a Colleague Ambassador.** Learn about and join this group of more than 1,500 colleagues



who are moving LVHN forward and making our health network stronger every day.

- **Leader meet-and-greet.** Senior leaders will be there to thank you for being a trusted partner for the people of our community.

## **When and where will parties be held?**

We will have parties at locations across our health network all summer long. Initially, parties will be held at our largest locations where the majority of colleagues work. Later this summer, we'll have parties at our medium-sized facilities and then our smallest locations, such as our physician practices. At the request of colleagues, we're working to ensure all colleagues have the chance to participate and celebrate!

Here's the initial Pop-up Party schedule. As more parties are scheduled, we'll post the dates and locations on LVHN Daily. So, check back regularly.

### **June 19**

LVH–Muhlenberg ECC rooms B and C

10 a.m.-1 p.m., 5 p.m.-8 p.m.

### **June 24**

LVH–Cedar Crest ECC rooms 6, 7 and 8

10 a.m.-1 p.m., 5-8 p.m.

### **June 26**

LVH–Schuylkill E. Norwegian Street, Wall Auditorium

7-9 a.m., 11 a.m.-1 p.m., 2:30-4:30 p.m.

### **June 27**

LVH–Pocono, Stroud Room

7:30-8:30 a.m., 11:30 a.m.-1 p.m., 6:30-8 p.m.

### **June 28**

Health Center at West End conference room

11:30 a.m.-1 p.m.

### **July 1**

LVHN–Mack Boulevard auditorium

10 a.m.-1 p.m.

### **July 2**

LVHN–One City Center, Air Products Center for Connected Care and Innovation (fifth floor)

10 a.m.-1 p.m.

### **July 9**

LVH-17 Street auditorium

10 a.m.-1 p.m.

### **July 11**

LVH-Hazleton cafeteria

7:30-8:30 a.m., 11 a.m.-1 p.m., 3:30-7 p.m.

### **July 12**

Health & Wellness Center at Hazleton first floor conference room

11 a.m.-1 p.m.

### **July 16**

LVHN-Tilghman conference room

11 a.m.-1 p.m.

### **July 17**

LVH-Schuylkill S. Jackson Street multipurpose room

7-9 a.m., 11 a.m.-1 p.m., 2:30-4:30 p.m.

**Spread the word.** [Print this flyer](#) and post it in your department so everyone knows about our Pop-up Parties.

# Chief Transformation Officer Debbie Salas-Lopez, MD, to Leave LVHN; Robert X. Murphy Jr., MD, Will Lead Transformation, Innovation and More

BY BRIAN NESTER, DO, MBA, FACOEP · JUNE 7, 2019

## Special Announcement



**This message is from Brian A. Nester, DO, MBA, FACOEP, President and Chief Executive Officer, LVHN.**

I am writing to you today to announce that Debbie Salas-Lopez, MD, MPH will be leaving LVHN. Dr. Salas-Lopez will become the SVP of Transformation at Northwell Health, a 23-hospital system based in New York. This tremendous career opportunity will also afford her the opportunity to move closer to her adult children and their families in New York.

Dr. Salas-Lopez' contributions to LVHN have been numerous. She joined LVHN in 2007 as the Division Chief of General Internal Medicine, became the Chair of Medicine in 2009, Associate Chief Medical Officer in 2015 and in 2017 she became LVHN's Chief Transformation Officer (CTO.) As the Chair of Medicine Debbie developed unique relationships with Medical Associates of the Lehigh Valley, Eastern Pennsylvania Gastroenterology and Liver Specialists and Valley Kidney Specialists. As CTO, she led LVHN's expansion of Population Health services to over 133,000 ambulatory patients, oversaw the development of the Center for Connected Care and Innovation at One City Center and forged innovative partnerships with Medtronic, CVS Health and other organizations. These are just select highlights of Dr. Salas-Lopez's extraordinary contributions. We are grateful for her many accomplishments at LVHN and wish her wild success at Northwell Health, a progressive not-for-profit organization that we hold in high regard.

The important work Dr. Salas-Lopez started as CTO is essential to LVHN's long term success and it will continue. In this regard, I have asked Robert X. Murphy, Jr., MD, MS, LVHN's Chief Integration Officer (CIO), to be our new leader over LVHN's Population Health, Transformation, Innovation, Community Health, Government Affairs and Strategic Partnership initiatives. Dr. Murphy has been deeply involved in our work at Populytics, serving at its Chief Medical Officer, and with our Physician Hospital Organization (PHO), as a member of its Board. Dr. Murphy is well known to LVHN, thanks to his 30 years of service on the Medical Staff, including serving as Medical Staff President in 1997-1998. He is also an internationally respected leader in Plastic Surgery. Dr. Murphy was the President of the American

Society of Plastic Surgeons (ASPS) from 2013-2014 and was a Founding Member of the International Confederation of Plastic Surgery Societies (ICOPLAST) in 2015, a society which he continues to serve as Treasurer. Bob is well recognized for his academic and surgical achievements being an international Visiting Professor and the author of more than 70 peer reviewed journal articles and text book chapters. In addition, he is currently publishing an international text of Plastic Surgical procedures. While performing these clinical and leadership duties, Bob earned his Master of Science degree in Health Evaluation Sciences from Penn State University in 2003. He has been applying these skills to develop clinical and financial insights from our clinical and claims data to help focus our Population Health and value production efforts. Bob earned his BA from Williams College and his MD from NYU School of Medicine.

Since Debbie will not be leaving us at LVHN until the end of August, she and Bob will work together closely to develop and implement a comprehensive transition plan. We will provide further details shortly.

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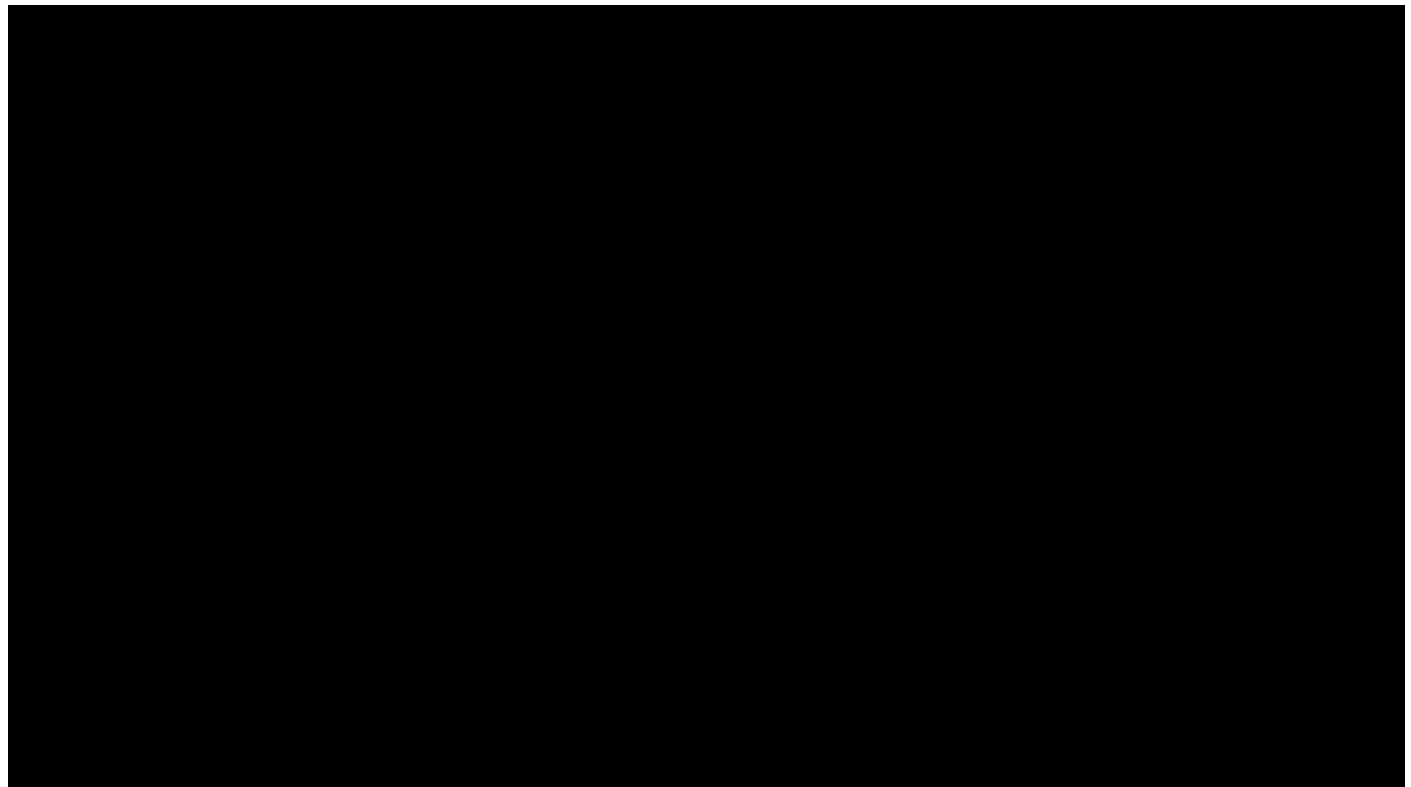
# Why are Colleagues Playing Catch with a HUGE Letter A? – VIDEOS

BY [RICK MARTUSCELLI](#) · JUNE 12, 2019

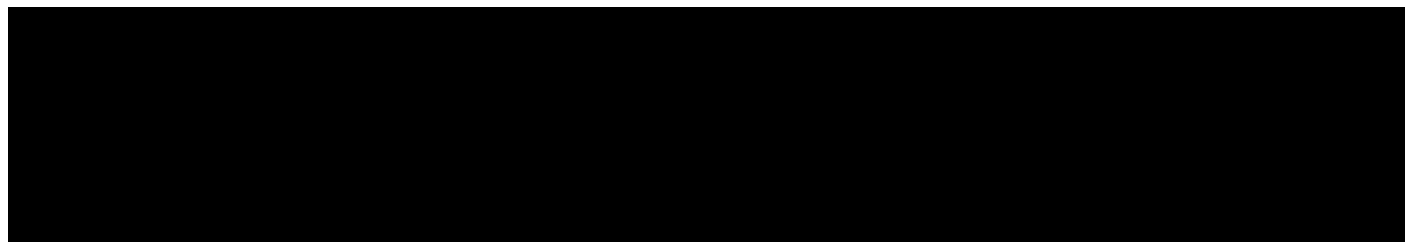
When you ace a test, you want the everyone to know about it. Well, [four LVHN hospitals aced a test on safety](#).

LVH-Cedar Crest, LVH-Muhlenberg, LVH-Hazleton and LVH-Pocono each received an ‘A’ grade on the [Hospital Safety Grade](#) report from The Leapfrog Group. To celebrate, and to share this great news with the people of our community, we created fun videos that we will post on social media to inform people that we protect patients from accidents, errors, injuries and infections. Four different videos were created, each featuring colleagues from our Leapfrog hospitals. Check them out, look for them on social media, and comment and share them using the hashtag #LVHNProud.

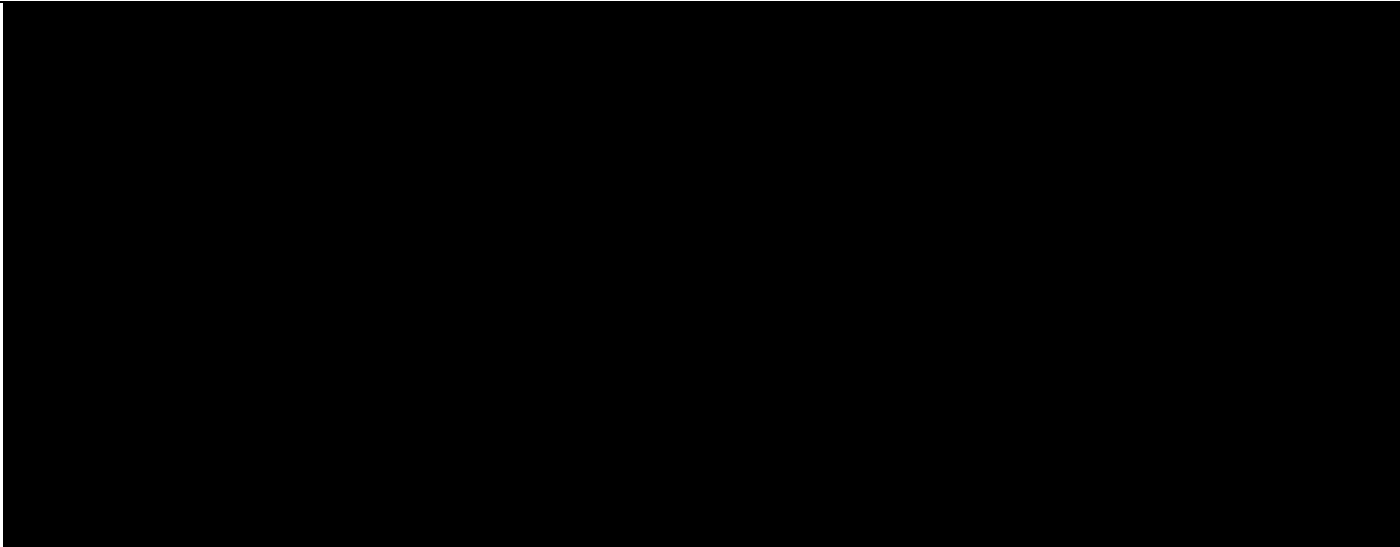
## LVH-Cedar Crest



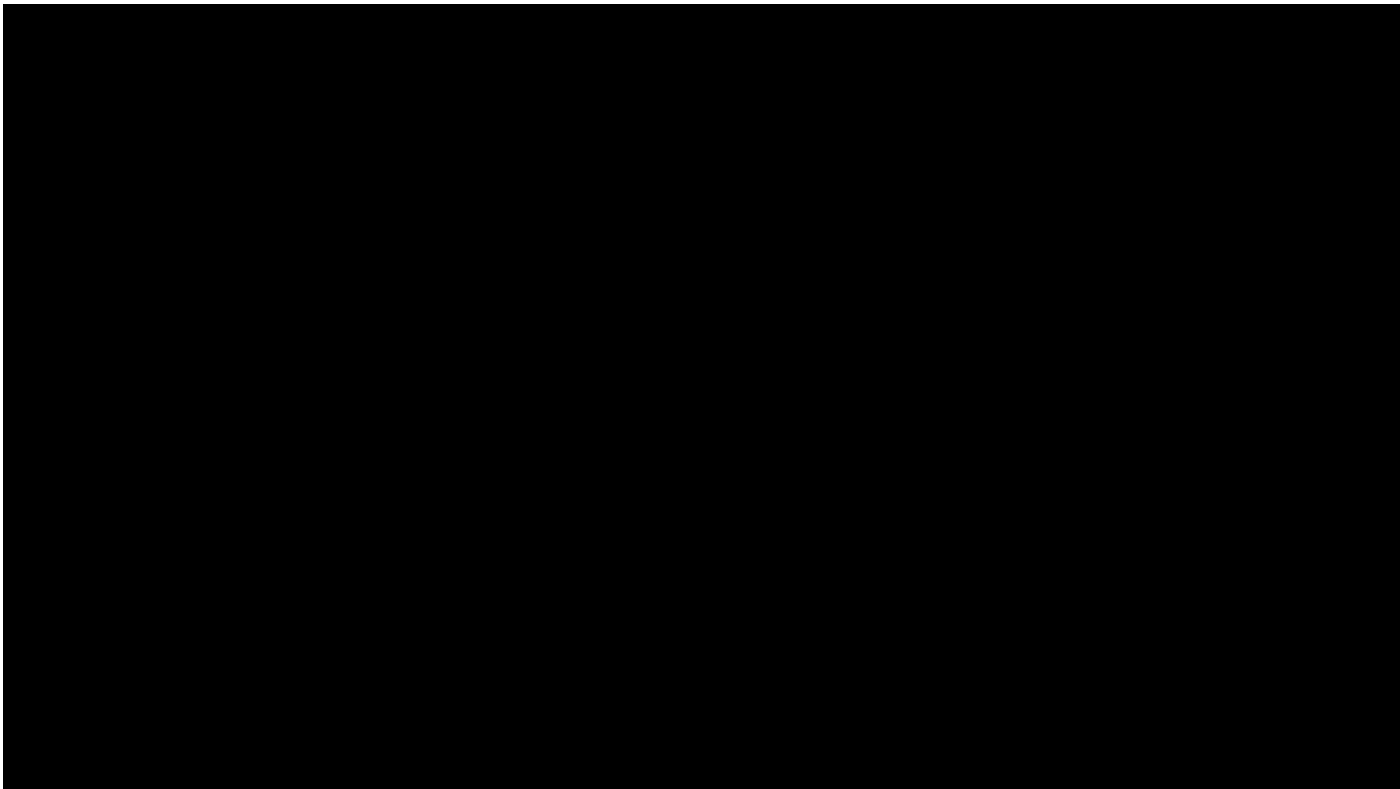
## LVH-Muhlenberg



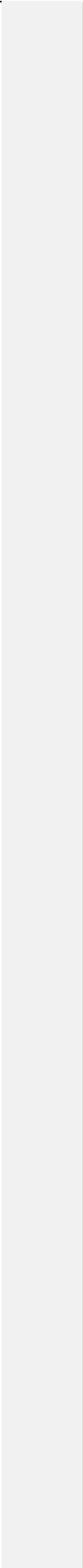
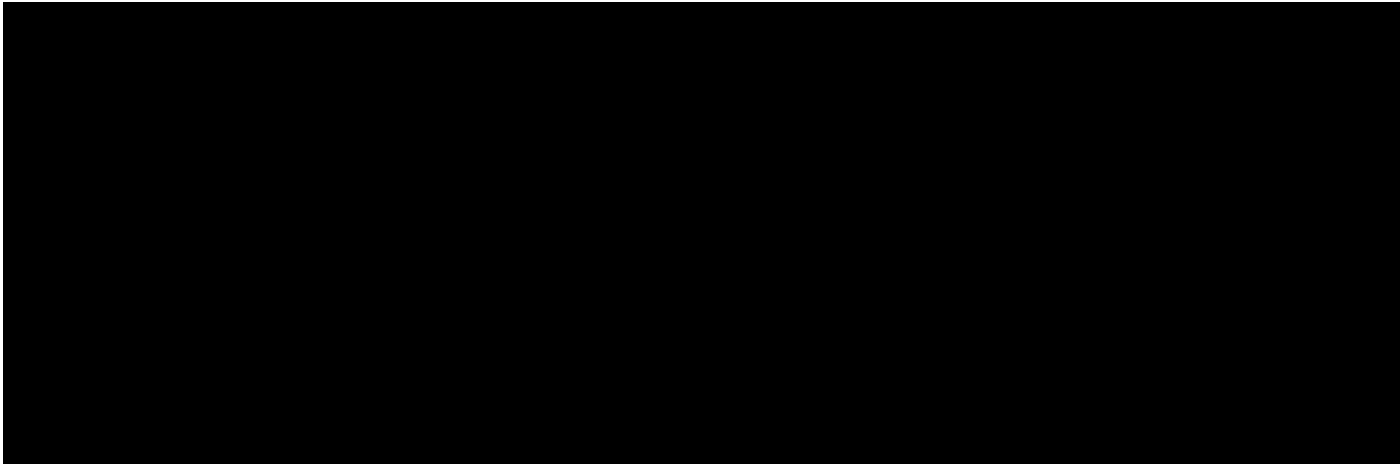




LVH-Hazleton



LVH-Pocono





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# How to Shop Online Safely

BY [RICH FRONHEISER](#) · JUNE 13, 2019

*This is the second in a series of LVHN Daily posts in which Rich Fronheiser, LVHN's Director of Information Services (I/S) Security, will share information about how to keep your personal network, devices and information safe.*

There are many benefits of shopping online. There are no long lines and parking lots. You can shop 24/7 from the comfort of your couch. Plus, there are better inventories and selections to choose from.

However, there are many risks to shopping online. Here are some important tips to shop online safely.



1. **Ensure the site is secure before entering sensitive information.** To check, look for the letter “s” in “https://” versus simply “http://” Reputable shopping sites utilize SSL (Secure Socket Layer) which encrypts data during transmission. You also can look for the padlock icon. A secure site should look like this:
2. **Download legitimate apps.** Many retail stores utilize their own apps for online shopping. Ensure you are downloading their legitimate app and not a fake from the app store. Ensure the company has been around a number of years and has a high rating from other customers.
3. **Be wary of using unfamiliar hotspots.** If a store offers free WiFi, check with the manager to validate the correct WiFi SSID that is broadcasting. It is very easy for a bad actor (a form of hacker) to setup a fake hotspot where they can intercept and steal your data, including login information to your email address, credit card information and more.
4. **Create unique passwords for each shopping site.** If your data is compromised, the bad actor will not have access to all your merchant information. Consider changing your password bi-monthly.
5. **Create one single unique email address for all your shopping sites.** You can periodically check this email address for all transactions you are aware of.
6. **Keep close tabs on your banking and/or credit card statements.** Look for charges not made by you.
7. **Use your instincts.** If you can't find an item you have been looking for at a well-known merchant and miraculously find it somewhere that seems to have everything, it may not be a miracle after all.
8. **Make sure your home network is safe if you're shopping from your home PC.** [Read the first](#)

[blog in our series](#) and ensure your PC is adequately updated with latest security patches and antivirus updates.



**About me:** My name is Rich Fronheiser, Director of I/S Security and Risk Management. I joined LVHN in 1999 as a Senior Network Engineer, and in 2007 began leading a team of security engineers. Many of the cyber-security challenges we have at LVHN are similar to ones you may have at home. With this blog, I hope to inform you what to look for and how to protect yourself and your family at home.

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# LVHN Hosts Fifth Annual Health Care Career Discovery Day – PHOTOS

BY [BROOKE ZUMAS](#) · JUNE 10, 2019

On Monday June 3, more than 60 middle school students from St. Thomas More attended Health Care Explorers' Day at LVH–Cedar Crest. The all-day event featured hands-on activities, demonstrations and career talks to expand students' knowledge of health care, help them connect their classroom learning to real-world applications, and increase their awareness of health care careers. Representatives from Lehigh Valley Heart Institute, Lehigh Valley Cancer Institute, Lehigh Valley Institute for Surgical Excellence and Lehigh Valley Reilly Children's Hospital participated, as well as professionals from Medivis, Microsoft, CAE and Eastern EMS.

## HCE1



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Topics included hands-only CPR, Stop the Bleed, robotic simulation, laparoscopic surgery skills, patient simulation, lung health using HoloLens technology, card-making for children through Sara's Smiles, and

coronary angiography. Students enjoyed a healthy lunch, a trip to Lehigh Valley Reilly Children's Hospital, and concluded the day with America's Next Top Doctor, where students faced off to test their robotic and laparoscopic skills.

Every student who attended the event reported that they learned new knowledge about health care careers from their experiences. More than 98 percent of students reported that their view of LVHN changed after their experiences. Specifically, they reported that their view of LVHN became more positive due to their experiences on Health Care Explorers' Day.

Thank you to the Dorothy Rider Pool Health Care Trust and all of the presenters and departments for making this day possible. Special thanks to Martin Martino, MD, and Sarah Jones Sapienza, MD, for helping to plan and coordinate the day.

[Watch WFMZ's coverage of the event.](#)

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# Joseph F. McCloskey School of Nursing Holds Its 122nd Commencement – PHOTOS

BY [MIKE PECKMAN](#) · JUNE 10, 2019

With “Pomp and Circumstance,” the Class of 2019 of the Joseph F. McCloskey School of Nursing at Lehigh Valley Health Network became graduates.

The students, their instructors, leaders from LVH–Schuylkill and the health network joined with representatives from Penn State Schuylkill to celebrate the 122<sup>nd</sup> graduation ceremony held in the Morgan Auditorium at Penn State’s campus in Schuylkill Haven on Thursday, June 6. Twenty-four graduates from Schuylkill and neighboring counties celebrated this phase of their educational journey.

## SON 9



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“Health care is a team sport,” said keynote speaker Lawrence Riddles, MD, LVHN Regional Chief Medical Officer. “Health care is far too complex for any one care provider to be able to accomplish all

that must be done to care for even one patient.” Instead, Riddles encouraged teamwork and respectful communication to maintain safe and efficient care. He also encouraged the graduates to continue their pursuit of knowledge, to serve to their highest capacities and to remain focused in the care of their patients. Riddles is a 30-year, board-certified general surgeon and retired (2012) US Air Force Colonel with extensive experience in real-world contingency and disaster medical operations, planning, training and global response.

Also addressing the graduates were Thomas Whalen, MD, Executive Vice President and Chief Medical Officer for LVHN, Patrick Jones, PhD, Chancellor, Penn State University Schuylkill, Jeanne Boyer Porter, Vice-Chair Board of Directors LVH–Schuylkill, William Reppy, President LVH–Schuylkill, Gabrielle Lorady, President Student Nurses’ Association, Desiree McHugh, President of the Student Association and Erik Taylor, President of the Class of 2019.

Attendees were greeted with a video which played prior to ceremonies. The presentation, which highlighted the class’s educational journey and those who helped them along the way, was created by graduate Marissa Klinger.

Our graduates have made an impact throughout the state, the nation, and the world – practicing in every nursing setting imaginable, including service to our country in WWI, WWII, Korea, Vietnam and the global war on terrorism,” says Lynne Hausman, MSN, Director of the School of Nursing. “These graduates have an impressive tradition to follow and uphold.”

Since it was established in 1895, the Joseph F. McCloskey School of Nursing at LVHN has graduated nearly 2,500 nurses. The school continues to be the main supplier of registered nurses for Schuylkill County.



# Cowbells Return for the Coal Cracker 10K in Shenandoah – PHOTOS

BY [MIKE PECKMAN](#) · JUNE 11, 2019

LVH–Schuylkill colleagues took to the streets of Shenandoah this past weekend telling our story, sharing information, handing out LVHN logo bling and ringing cowbells.

The scene was the 39<sup>th</sup> Annual Coal Cracker 10K, a grueling, iconic 6.4-mile course taking runners through the downtown borough of Shenandoah before being met with the first of many challenging hills along a twisting and turning streetscape of the Coal Region before climbing the infamous St. Nick's Breaker hill. The event began with a 1.5-mile kids fun run earlier in the morning. Weather conditions were perfect.

## Coal1



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LVH–Schuylkill was the sponsor of the runners' bibs and also had a tent at the finish line at Fifth and Main streets where they formed an LVHN cheering section, compete with cowbells, to welcome the

runners across the line. Cowbells were handed out to people gathered at the finish and the sounds echoed through the streets.

“This was brutal,” says Carol Motto of the LVH–Schuylkill Laboratory, who ran the event for the second time. “The clanging cowbells were a great motivator for me as I approached that last hill into the finish. In fact, the community support throughout the entire event was great.”

Alex Kalinich of Behavioral Health Services agreed. “I am so glad I finished and so glad our colleagues were there to encourage me,” she says. “Those cowbells were a nice touch. Everyone seemed to know LVH–Schuylkill was there cheering them on.”

In addition to the cheer section, LVH–Schuylkill colleagues provided information for those in need of a primary or specialty care provider as well as information about services such as our Cancer Center, Family Birth and Newborn Center, ExpressCARE and others.

Each runner crossing the finish line was greeted with an LVHN cooling cloth displaying our logo and tagline “Your health deserves a partner.”

Nearly 190 people participated this year, the most in the 39-year history. An awards ceremony and after event was held at the local Polish American Fire Company.